

MARKETING & ADVERTISING



CO-OP INSERT FOR MAY 10, 1987

As you plan second quarter's adver- Please success franchised markets November 30th Insert began. the following average sales increases have 1. Media Costs been seen by those locations participat-(All numbers compare '86 to '85 sales).

Week Ending	Company	Franchise
12/7	23.0%	16.9%
12/14	20.4%	15.4%
12/21	22.0%	22.8%
12/28	6.7%	4.8%
1/4	13.5%	N/A

The Company will be publishing an insert in select markets on May 10. By joining the Company's order, you have the advantages of Keller-Crescent doing all the work for you, as well as volume purchasing power with the company order. Following are the specifics for this order.

COUPON OFFER AND PLACEMENT

Attached are copies of past inserts. The placement of coupons at the top or bottom of the page, and the position within the booklet are the discretion of the printer. The coupon offers will be the same as on the copy, except with an expiration date of June 20, 1987. CANNOT CUSTOMIZE ANY COUPON OFFERS.

HOW TO ORDER AND COSTS

compute your estimated tising, you may wish to consider a Co-Op using the attached form. It must be Insert. This program is continuing to returned by February 2. You will then in most Company and receive an actual bill. Please note that where used. Since DEADLINES MUST BE FOLLOWED.

Attached is a listing of available market areas. Note that each is assigned a number (1-122). Newspapers in each market, as well individual newspaper circulation thousands, as 000) included. Also listed is the total market area circulation.

Media cost is \$6.82 per thousand. can compute your cost by multiplying \$6.82 by the circulation of your market area. For example:

Market #1 -Full circulation (2 papers)

 $$6.82 \times 227 = $1.548.14$

However, if you only want the co-op insert in one of the market's newspapers, you will pay an tional \$1250 "combo break". Example:

Market #1 - Portland Telegram ONLY

\$6.82 X 135 = \$ 920.70 Plus combo break = \$1,250.00 TOTAL \$2,170.70

In this case, it would cost less to buy the entire market area. recommend that you compute costs both ways to determine which is most cost efficient for your market.

2. Production Costs

Production costs average \$600 per market. This includes about \$200 for typesetting addresses, mechanical art production, film and engraving, shipping and tax. Plus, approximately \$400 required by the co-op vendor/printer for black plate changes and strip-ins.

ADDRESSES

Most newspapers allow address/phone listing as shown on the attached copy. Please indicate the appropriate information per market on your order form. We will notify you if your local paper does NOT allow addresses.

SHARED MARKETS

Company markets are noted in the first column of the market listing by the designation SB or CEC. If you are located in a market already designated by the company, it is possible to "Share", even if your concept varies from the specified concept. Please call Lois Perry to discuss, as markets may fluctuate for the May insert.

If you share a market with another franchisee, it is possible for you to split the cost of the promotion by including all addresses on the coupon. In these cases, please coordinate with the other franchisee and place one order.

REPEAT ORDERS

If your order is an exact repeat of a previous order, just list as such in the address column on the order form. You will not need to specify addresses again.

SCHEDULE

February 2 - All orders are due to Lois Perry.

February 9 - Billing letters will be mailed this week.

March 2 - Payment due to Keller/Crescent.

If you have any questions, please call your Franchise Representative or Lois Perry.

_	# AREA/MARKET GLAND (Region #1)	NEWSPAPER(S)	(000 CIR(
-		Talalia tage	-
1	Portland, ME Bangor, ME	Telegram (135) News (92)	
			227
2	Baston, MA	Globe	812
3	Worcester, MA	Talegram (128)	
	Springfield, MA Pittsfield, MA	Republican (156) Berkshire Eagle (33)	
			317
4	New Bedford, MA Fall River, MA	Standard-Times (52) Herald News (37)	
	Lowell, MA	Sun (57)	
	Lawrence, MA	Eagle Tribune (61)	207
5	Manchester, NH	Albu Hamasan Nama (02)	207
"	Burlington VT	New Hampshire News (66) Free Press (52)	
			138
6	Providence, RI	Journal	259
7	Hartford CT	Courant	300
8	New Haven, CT	Register (141)	
	Waterbury, CT New London, CT	Republican (74)	
	Man corroger, (c)	Day (39)	254
		Total	2,514
TRO	IEW YORK (Region #2)		
9	Bridgeport, CT	Post (92)	_
	Danbury, CT	News-Times (46)	
-			138
10	New York, NY	News CS	1,752
-11	New York, NY	Times* CS	1,162
12	Westchester/Rockland, NY	NEWSPAPERS (200)	
		Marnaroneck Times (6)	
		Mt. Vernon Argus (10) New Rochelle Standard-Star (12)	
		Nyack Rockland Journal-News (50)	
		Ossining Citizen-Register (8)	
		Peekskill Star (12) Port Chester Item (11)	
		Tarrytown News (5)	
		White Plains Reporter Dispatch (52) Yorkers Herald-Statesman (34)	
	Staten Island, NY	Advance (85)	
1	Bergen, NJ	The Record (228)	
10	11		513
13	Long Island, NY	Newsday	648
14	Newark, NJ	Star Ledger	683
15	Asbury Park, NJ		
		Press (193)	
1	Atlantic City, NJ	Press (88)	261
-		Press (88)	261
DOLE	Allantic City, NJ		281 5,197
-	Atlantic City, NJ ATLANTIC (Region #3)	Press (88) Total	
16	Allantic City, NJ	Press (88)	
16	ATLANTIC (Region #3) Poughkeepsie, NY	Press (88) Total Journal (60)	
-	Atlantic City, NJ ATLANTIC (Region #3) Poughkeepsie, NY Middletown, NY Albany, NY	Journal (80) Record (89) Times Union (172)	5,197
16	Atlantic City, NJ ATLANTIC (Region #3) Poughkeepsie, NY Middletown, NY Albary, NY Schenectady, NY	Journal (80) Record (89) Times Union (172) Gazette (72)	5,197
16	Atlantic City, NJ ATLANTIC (Region #3) Poughkeepsie, NY Middletown, NY Albany, NY	Journal (80) Record (89) Times Union (172)	5,197
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16	Atlantic City, NJ ATLANTIC (Region #3) Poughkeepsie, NY Middletown, NY Albarly, NY Schenectady, NY Troy, NY	Journal (80) Record (89) Times Union (172) Gazette (72) Record (45) Heald American U-BIE GROUP Binghamton Press (87)	149
16	Atlantic City, NJ ATLANTIC (Region #3) Poughkeepsie, NY Middletown, NY Albany, NY Schenectady, NY Troy, NY Syracuse, NY	Journal (80) Record (89) Times Union (172) Gazette (72) Record (45) Herald American B-BIE GROUP Binghamion Press (87) Elmirs Felegram (49)	149
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16 18 19 20 21. 22 23 24 25 26 27 28 29 30	Atlantic City, NJ ATLANTIC (Region #3) Poughkeepsie, NY Middletown, NY Albarly, NY Schenectady, NY Troy, NY Syracuse, NY Bingharnton, NA Wilkes-Barre, PA Soranton, PA Harnsburg, PA Peading, PA Lancaster, PA York, PA Baltimore, MD Washington, DC AST (Region #4) Richmond, VA Nortolk, VA Newport News, VA	Journal (60) Record (69) Times Union (172) Gazette (72) Record (45) Herald American B-BIE GROUP Binghamion Press (87) Elmira Telegram (49) Unica Press, Observer-Dispatch (60) Democrat & Chronicle News Times-News Inquier (995) Courier Post (102) Times (85) News Journal (131) Morning Call Independent (65) Times (61) Patnot News (168) Eagle (114) News (148) Dispatch (51) Sun Post Times Dispatch Virginian Piot (228)	149 289 233 216 258 371 103 173 126 481 475 1.092 5.269 241
16 18 19 20 21. 22 23 24 25 26 27 28 29 30 31	Atlantic City, NJ ATLANTIC (Region #3) Poughkeepsie, NY Middletown, NY Albarly, NY Schenectady, NY Troy, NY Syracuse, NY Bingharnton, NY Billanton, PA Wilkes-Barre, PA Soranton, PA Hamsburg, PA Reading, PA Lancaster, PA York, PA Baltmore, MD Washington, DC AST (Region #4) Richmond, VA Norfolk, VA Newport News, VA Boanoke, VA Lynchburg, VA	Journal (80) Record (89) Times Union (172) Gazatte (72) Record (45) Herald American U-Ble GROUP Binghamton Press (87) Elmira Telegram (49) Unica Press, Observer-Dispatch (80) Democrat & Chronicle News Times-News Inquirar (985) Courier Post (102) Times (85) News Journal (131) Morning Call Independent (65) Times (61) Patriot News (168) Eagle (114) News (168) Eagle (114) News (188) Dispatch (51) Sun Post Times Dispatch Virginian Pilot (228) Press (112) Times & World News (127) News & Advance (45)	149 289 233 216 256 371 103 1,303 173 126 481 475 1,092 5,269 241
16 18 19 20 21. 22 23 24 25 26 27 28 29 30 31 32	Atlantic City, NJ ATLANTIC (Region #3) Poughkeepsie, NY Middletown, NY Albarly, NY Schenectady, NY Troy, NY Syracuse, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NA Wilkes-Barre, PA Soranton, PA Hameburg, PA Baltimore, MD Washington, DC AST (Region #4) Richmond, VA Nortolk, VA Newport News, VA Roanoke, VA Lynchburg, VA Knoxville, TN	Journal (60) Record (69) Times Union (172) Gazette (72) Record (45) Herald American B-BIE GROUP Binghamion Press (87) Elmira Telegram (49) Unica Press, Observer-Dispatch (60) Democrat & Chronicle News Times-News Inquier (995) Courier Post (102) Times (85) News Journal (131) Morning Call Independent (65) Times (61) Patnot News (168) Eagle (114) News (148) Dispatch (51) Sun Post Times Dispatch Virginian Pifot (228) Press (112) Times & World News (127)	149 289 233 216 258 371 103 1,303 173 126 481 475 1,092 5,269 241
16 18 19 20 21. 22 23 24 25 26 27 28 29 30 31	Atlantic City, NJ ATLANTIC (Region #3) Poughkeepsie, NY Middletown, NY Albarly, NY Schenectady, NY Troy, NY Syracuse, NY Bingharnton, NY Billanton, PA Wilkes-Barre, PA Soranton, PA Hamsburg, PA Reading, PA Lancaster, PA York, PA Baltmore, MD Washington, DC AST (Region #4) Richmond, VA Norfolk, VA Newport News, VA Boanoke, VA Lynchburg, VA	Journal (80) Record (89) Times Union (172) Gazatte (72) Record (45) Herald American U-Ble GROUP Binghamton Press (87) Elmira Telegram (49) Unica Press, Observer-Dispatch (80) Democrat & Chronicle News Times-News Inquirar (985) Courier Post (102) Times (85) News Journal (131) Morning Call Independent (65) Times (61) Patriot News (168) Eagle (114) News (168) Eagle (114) News (188) Dispatch (51) Sun Post Times Dispatch Virginian Pilot (228) Press (112) Times & World News (127) News & Advance (45)	149 289 233 216 256 371 103 1,303 173 126 481 475 1,092 5,269 241 340
16 18 19 20 21. 22 23 24 25 26 27 28 29 30 31 32	Atlantic City, NJ ATLANTIC (Region #3) Poughkeepsie, NY Middletown, NY Albarly, NY Schenectady, NY Troy, NY Syracuse, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NY Binghamton, NA Wilkes-Barre, PA Soranton, PA Hameburg, PA Baltimore, MD Washington, DC AST (Region #4) Richmond, VA Nortolk, VA Newport News, VA Roanoke, VA Lynchburg, VA Knoxville, TN	Journal (80) Record (89) Times Union (172) Gazatte (72) Record (45) Herald American U-Ble GROUP Binghamton Press (87) Elmira Telegram (49) Ilhaca Journal (20) Ulica Press, Observer-Dispatch (60) Democrat & Chronicle News Times-News Inquirer (985) Courier Post (102) Times (85) News Journal (131) Morning Call Independent (65) Times (61) Patnot News (168) Eagle (114) News (168) Eagle (114) News (168) Times Dispatch Virginian Pilot (228) Press (112) Times & World News (127) News & Advance (45) News-Sentinet	149 289 233 216 256 371 103 1,303 173 128 481 475 5,269 241 340 172

SOU	_	AREA/MARXET	NEWSPAPER(S)	(000) CIRC
1	36	Kingsport, TN	Times-News (48)	
		Bristor VA Johnson City, TN	Herald-Couner, Virginia-Tennessear	n. (43)
		Johnson Lity, 1N	Press (33)	124
	37	Charlotte, NC	Observer	264
	38	Greensboro, NC Winston-Salem, NC	News (128) Journal (101)	
			- OUNTRY (101)	229
	39	Raleign, NC Durham, NC	News & Observer (178) Herald (63)	
		Fayetteville, NC	Observer & Times (74)	745
	40	Asheville, NC	Citizen-Times (72)	315
	40	Greenville SC	News-Predmont (127)	
		Spartanourg, SC Anderson, SC	Herald-Journal (54) Independent Mail (46)	
		A		299
	41	Columbia/Myrtle Beach, SC Charleston, SC	State/Sun News News & Opurier Post	185
В	43	Birmingham, AL	News	214
-	44	Montgomery, AL	Journal-Advertiser (86)	-
В		Huntsville AL	Times (73)	159
	45	Mobile, AL/Pascagoula, MS	Press-Register/Mississippi Press	100
P		Pensacola, FL	Register (132) News-Journal (74)	
В		- Crisques, PL	Hema-dodina (14)	206
В	46	Atlanta, GA	Journal Constitution	615
9	47	Savannah, GA	GEORGIA GROUP	
B			Albany Herald (44) Athens Banner-Herald (27)	
			Augusta Chronicle-Herald (86) Columbus Ledger-Enquirer (69)	
			Macon Telegraph & News (97)	
			Savannah News (75)	398
	48	Miami, FL	Herald (560)†	
		Ft Lauderdale, FL West Palm Beach, FL	News & Sun Sentinel (289)† Post Times (188)†	
- {				1,0371
	49	Jacksonville, FL. Tallanessee, FL.	Florida Times-Union (225) Democrat (67)	
			Danioner (at)	292
В	50	Orlando, FL	Sentinel (331)†	
D		Daytona Beach, FL. Cocpa, FL.	News-Journal (96)† Today (90)†	
				5171
ļ	51	Lakeland, FL Gainesville, FL	Ledger (93)† Sun (54)†	
	-	Ocala, FL	Star-Banner (49)†	
77.0	52	St. Petersburg, PL	Times (ADG)+	1961
Ξ¢	32	Tampa, FL	Times (409)† Tribune (308)†	
	20	Canada Ci	United Tales on 14 and	7171
	53	Sarasota, FL Fl. Myers, FL	Herald-Tribune (148)† News-Press (102)†	
				248†
TAS:	T CEI	TRAL (Region #5)	Total	7.712
-744		Charleston, WV	Gazette Mail (109)	_
	-	Huntington, WV	Herald-Dispatch (49)	
		Wheeling, WV	News-Register (55)	213
	55	Pillsburgh, PA	Press (580)	
		Greensburg, PA Johnstown, PA	Tribune-Review (80) Tribune-Democrat (54)	
				714
	56	Youngstown, OH Warren, OH	Vindicator (153) Tribune-Chronicle (49)	
		- Contract C	110)	202
	57	Cleveland, OH	Plain Dealer (550)	
		Akron, OH Canton, OH	Beacon Journal (228) Repository (78)	
				856
	- 58	Lorain, OH	HORVITZ GROUP Dover Times-Reporter (29)	
			Elyna Chronicle-Telegram (35) Lake County News-Herald (54)	
			Lorain Journal (47)	
			Mansheld News Journal (55)	220
В	59	Columbus, OH	Dispatch	372
В	60	Dayton, OH/Springfield, OH	News/News-Sun	272
В	61	Cincinnati, OH	Enquirer (317)	
		Hamilton, OH	Journal-News (30)	347
	62	Toledo, OH	Slade	220
	63	Louisville, KY	Courier Journal (324)	
		Lexington, KY	Herald Leader (135)	459
	64	Detroit, MI	News (790)	
		Detroit, MI Pontiac, MI	Free Press (334)* Oakland Press (80)	
В			2.000 007	1,204
В				
В				
В				
В				

MARKET LISTINGS for 5/10 Co-op Insert.

	-	AREA/MARKET	NEWSPAPER(S)	(000) CIRC
EAST	CE	NTRAL (Region #5) Conti	nued	
	65	First/Grand Rapids Mi	BOOTH NEWSPAPERS (633)	
SB			Arin Arbor News (59)	
3D			Bay City Times (47) Flint Journal (121)	
			Grand Rapids Press (176)	
			Jackson Cilizen Patnot (42)	
			Kalamazoo Gazette (76) Muskegon Chronicle (50)	
			Sagnaw News (62)	
		Lansing, MI	State-Journal (82)	
		Battle Creek, Mr	Enquirer & News (39)	70.0
CD	_			754
SB	66	Indianapolis IN	Star	395
SB	67	Ft Wayne, IN	Journal Gazette	132
CD	68	Evansville, IN	Couner & Press	116
BB	69			
מכ	9	South Bend, IN	Tribune	125
				otal 6.601
METE	30 C	HICAGO (Region #6)		
SB	70	Chicago, IL	Tribune CS	1,110
	71	Chicago, IL	Sun Times (664) CS	
		Elgin, IL	GREATER CHICAGO	
			NEWSPAPERS (175)	
			Aurora Beacon-News (43) Eigin Couner-News/Whealon Jo	100 tensor
			Joliet Herald-News (49)	amanda fact
			Waukegan News-Sun (41)	
				839
41 1	72	Gary, IN	Inbune (89)	
		Hammond, IN	Times(75)	200
-				164
	73	Flockford, IL	Register Slar	87
			1	otal 2,200
WEST	T CF	NTRAL (Region #7)		
	-		Dured Ch. Town 1944	
	74	Davanport, IA Moline, IU/Rock Island, IL	Quad City Times (84) Dispatch/Argus (59)	
		Cedar Rapids, IA	Gazette (62)	
				225
	75	Milwaukee, WI	Journal (515)	
		Kenosha, WI	News (31)	
		Racine, Wt	Journal Times (39)	coc
CP	20	5.4 d 25.6		585
SB	76	Madison, WI	Wisconsin State Journal	145
SB	77	Green Say, WI	Gazette (75)	
0.0		Appleton, WI	Post-Greacent (64)	139
\rightarrow	78	Plan Prince Will	Landay Total comment (Add)	100
SB	10	Eau Claire, WI La Crosse, WI	Leader-Telegram (40) Tribune (38)	
ועט			Thousa (SO)	78
	79	Minneapolis, MN	Tribune (613)	
		St. Paul. MN	Pioneer Press (245)	
				858
	80	Duluth, MN	News Tribune	83
SB	81	Peons. IL.	Journal Star	116
	82	Springfield, IL	State Journal Register (72)	
SB	-	Champaign-Urbana, IL	News-Gazette (52)	
		Bloomington-Normal, IL	Pantagraph (57)	
		Decatur, It.	Herald Review (56)	Ann
CD				237
SB	83	St. Louis, MO	Post-Dispatch	520
	84	Des Moines, IA	Register	
	85		101 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	371
0.7	20.00	Omaha, NE	World-Herald (285)	371
SB		Omaha, NE Lincoln, NE	World-Herald (285) Journal & Star (80)	
SB		Lincoln, NE	Journal & Star (80)	371
	86	Lincoln, NE Kansas City, MO	Journal & Star (80) Star (403)	
SB		Lincoln, NE Kansas City, MO St. Joseph, MO	Journal & Star (80) Star (403) News-Press (50)	
		Lincoln, NE Kansas City, MO	Journal & Star (80) Star (403)	365
	86	Lincoln, NE Kansas City, MO St. Joseph, MO Topeka, KS	Journal & Star (80) Star (403) News-Press (50) Capital-Journal (77)	
		Lincoln, NE Kansas City, MO St. Joseph, MO	Journal & Star (80) Star (403) News-Press (50)	365
	86	Lincoln, NE Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92)	365
	86	Lincoln, NE Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45)	365
	86	Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon	365 530
SB	86	Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Posi* (309)	365 530
	86	Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Beduer, CO	Journal & Star (80) Star (403) News-Press (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post* (309) Camera (40)	365 530
SB	86	Kansas City, MO St. Joseph. MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Deriver, CO Denver, CO Doulder, CO Colorado Springs, CO	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post* (309) Carriera (40) Gazette Telegraph (115)	365 530
SB	86	Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Beduer, CO	Journal & Star (80) Star (403) News-Press (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post* (309) Camera (40)	365 530
SB	86 87 88 89	Lincoln, NE Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Deaver, CO Deaver, CO Boulder, CO Colorado Springs, CO Pueblo, CO	Journal & Star (80) Star (403) News-Press (50) Capital-Journal (77) News & Leader (92) Giobe (45) Eagle-Beacon Rocky Mountain News (379) Deriver Post* (309) Camera (40) Gazette Telegraph (115) Chiellain (55)	365 530 137 194
SB	86	Kansas City, MO St. Joseph. MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Deriver, CO Denver, CO Doulder, CO Colorado Springs, CO	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post* (309) Camera (40) Gazette Telegraph (115) Cheftlain (55) MONTANA GROUP (186) Billings Gazette (61)	365 530 137 194
SB	86 87 88 89	Lincoln, NE Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Deaver, CO Deaver, CO Boulder, CO Colorado Springs, CO Pueblo, CO	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post" (309) Camera (40) Gazette Telegraph (115) Chieflan (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18)	365 530 137 194
SB	86 87 88 89	Lincoln, NE Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Deaver, CO Deaver, CO Boulder, CO Colorado Springs, CO Pueblo, CO	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post" (309) Carriera (40) Gazette Telegraph (115) Chiellain (55) MONTANA GROUP (186) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42)	365 530 137 194
SB	86 87 88 89	Lincoln, NE Kansas City, MO St. Joseph. MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Deniver, CO Deniver, CO Boulder, CO Colorado Springs, CO Pueblo, CO Billings, MT	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post* (309) Camera (40) Gazette Telegraph (115) Chieflain (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (1) Missoula Missoulism (31)	365 530 137 194
SB	86 87 88 89	Lincoln, NE Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Deaver, CO Deaver, CO Boulder, CO Colorado Springs, CO Pueblo, CO	Journal & Star (80) Star (403) News-Press (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Posit* (309) Camera (40) Gazette Telegraph (115) Chiellain (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (1	365 530 137 194 898
SB	86 87 88 89	Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Denver, CO Denver, CO Colorado Springs, CO Pueblo, CO Billings, MT	Journal & Star (80) Star (403) News-Press (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Danver Post* (309) Camera (40) Gazette Telegraph (115) Chieflain (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Thourie (42) Helena Independent Record (1 Missoula Missoulain (31) Star-Inbune (42)	365 530 137 194
SB	86 87 88 89	Kansas City, MO St. Joseph. MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Denver, CO Denver, CO Colorado Springs, CO Pueblo, CO Billings, MT Casper, WY Fargo, ND/Moothead, MN	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Posi* (309) Camera (40) Gazette Telegraph (115) Chieflain (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (1Mssoula Missoulan (31) Star-Inbune (42) The Forum (65)	365 530 137 194 898
SB	86 87 88 89	Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Boulder, CO Colorado Springs, CO Pueblo, CO Billings, MT Fargo, ND/Moothead, MN Grand Forks, ND	Journal & Star (80) Star (403) News-Press (50) Capital-Journal (77) News & Leader (92) Giobe (45) Eagle-Beacon Rocky Mountain News (379) Deriver Post* (309) Camera (40) Gazette Telegraph (115) Chieflan (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Halena Independent Record (1 Missoula Missoulan (31) Star-Tibune (42) The Forum (65) Herald (39)	365 530 137 194 898
SB	86 87 88 89	Kansas City, MO St. Joseph. MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Denver, CO Denver, CO Colorado Springs, CO Pueblo, CO Billings, MT Casper, WY Fargo, ND/Moothead, MN	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Posi* (309) Camera (40) Gazette Telegraph (115) Chieflain (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (1Mssoula Missoulan (31) Star-Inbune (42) The Forum (65)	365 530 137 194 898
SB	86 87 88 89	Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Boulder, CO Colorado Springs, CO Pueblo, CO Billings, MT Fargo, ND/Moothead, MN Grand Forks, ND	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post" (309) Camera (40) Gazette Telegraph (115) Chiettan (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (18) Star-Tribune (42) The Forum (65) Herald (39) Argus Leader (61)	365 530 137 194 898 898
SB	86 87 88 89 90	Lincoln, NE Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Denver, CO Colorado Springs, CO Pueblo, CO Billings, MT Casper, WY Fargo, ND/Moothead, MN Grand Forks, ND Sioux Falls, SD	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post" (309) Camera (40) Gazette Telegraph (115) Chiettan (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (18) Star-Tribune (42) The Forum (65) Herald (39) Argus Leader (61)	365 530 137 194 898
SB	86 87 88 89 90	Lincoln, NE Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Denver, CO Colorado Springs, CO Pueblo, CO Billings, MT Casper, WY Fargo, ND/Moothead, MN Grand Forks, ND Sioux Falls, SD	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post" (309) Camera (40) Gazette Telegraph (115) Chiettan (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (18) Star-Tribune (42) The Forum (65) Herald (39) Argus Leader (61)	365 530 137 194 898 898
SB	86 87 88 89 90	Lincoln, NE Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Denver, CO Colorado Springs, CO Pueblo, CO Billings, MT Casper, WY Fargo, ND/Moothead, MN Grand Forks, ND Sioux Falls, SD	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post" (309) Camera (40) Gazette Telegraph (115) Chiettan (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (18) Star-Tribune (42) The Forum (65) Herald (39) Argus Leader (61)	365 530 137 194 898 898
SB	86 87 88 89 90	Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Denver, CO Denver, CO Denver, CO Billings, MT Casper, WY Fargo, ND/Moorhead, MN Grand Forks, ND Sioux Falls, SD EST (Region #8) Jackson, MS New Orleans, LA	Journal & Star (80) Star (403) News-Press (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Posit (309) Camera (40) Gazette Telegraph (115) Chiellian (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (1 Missoula Missoulan (31) Star-Inbune (42) The Forum (65) Herald (39) Argus Leader (61) Clanon Ledger Tenes-Picayune (352)	365 530 137 194 898 844 208 165 70tai 5.854
SB	86 87 88 89 90 91	Lincoln, NE Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Denver, CO Colorado Springs, CO Pueblo, CO Billings, MT Casper, WY Fargo, ND/Moothead, MN Grand Forks, ND Sioux Falls, SD EST (Region #8) Jackson, MS	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post* (309) Carriera (40) Gazette Telegraph (115) Chiellain (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (1Missoula Missoulisan (31) Star-Tribune (42) The Forum (65) Herald (39) Argus Leader (61)	365 530 137 194 898 898 14) 208 165 Total 5.854
SB	86 87 88 89 90 91 1114W 92 93	Lincoln, NE Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Denver, CO Colorado Springs, CO Pueblo, CO Billings, MT Casper, WY Fargo, ND/Moorhead, MN Grand Forks, ND Sioux Falls, SD EST (Region #8) Jackson, MS New Orleans, LA Baton Rouge, LA	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post" (309) Camera (40) Gazette Telegraph (115) Chieflan (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (18) Helena Independent Record (18) Star-Tribune (42) The Forum (65) Herald (39) Argus Leader (61) Clarion Ledger Times-Picayune (352) Advocate (140)	365 530 137 194 898 844 208 165 70tai 5.854
SB	86 87 88 89 90 91	Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Denver, CO Denver, CO Denver, CO Billings, MT Casper, WY Fargo, ND/Moorhead, MN Grand Forks, ND Sioux Falls, SD EST (Region #8) Jackson, MS New Orleans, LA Baton Rouge, LA Shreveport, LA	Journal & Star (80) Star (403) News-Press (50) Capital-Journal (77) News & Leader (92) Giobe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post (309) Camera (40) Gazette Telegraph (115) Chiellam (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (1 Missoula Missoulan (31) Star-Inbune (42) The Forum (65) Herald (39) Argus Leader (61) Clarion Ledger Times-Picayune (352) Advocate (140) Times (110)	365 530 137 194 898 898 14) 208 165 Total 5.854
SB	86 87 88 89 90 91 1114W 92 93	Lincoln, NE Kansas City, MO St. Joseph, MO Topeka, KS Springfield, MO Joplin, MO Wichita, KS Denver, CO Denver, CO Denver, CO Colorado Springs, CO Pueblo, CO Billings, MT Casper, WY Fargo, ND/Moorhead, MN Grand Forks, ND Sioux Falls, SD EST (Region #8) Jackson, MS New Orleans, LA Baton Rouge, LA	Journal & Star (80) Star (403) News-Prass (50) Capital-Journal (77) News & Leader (92) Globe (45) Eagle-Beacon Rocky Mountain News (379) Denver Post" (309) Camera (40) Gazette Telegraph (115) Chieflan (55) MONTANA GROUP (166) Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (18) Helena Independent Record (18) Star-Tribune (42) The Forum (65) Herald (39) Argus Leader (61) Clarion Ledger Times-Picayune (352) Advocate (140)	365 530 137 194 898 898 14) 208 165 Total 5.854

	_	AREA/MARKET	NEWSPAPER(S)	CIRC
\$Q	JIHWI	EST (Region #8) Continued		_
3 D	96	Dallas, TX Dallas, TX	News (522) Times Herald (349)	
SB		FL Worth, TX	Slar-Telegram (304)	
				1,175
	97	Houston, TX	Houston Post* (235)	
SB		Houston, TX Beaumont, TX	Chronicle (529) Enterprise (78)	
1		and an	2.00	842
270	98	Austin, TX	American-Statesman (202)	
3B		Port Arthur, TX	News (25)	
ì		Waco, TX	Tribune-Herald (69)	296
110	C 99	Corpus Christi, TX	HARTE HANKS METRO GROUP	
		ourges or man, re-	Abilene Reporter-News (60)	
			Bryan-College Station Eagle (31) Corpus Christi Caller-Times (94)	
			San Angelo Standard-Times (40)	
SE			Wichita Falls Times (48)	273
215	C 100	San Antonio, TX	Express News	230
	101	El Paso, TX	Times	89
	-		News Globe (78)	
J	102	Amanilo, TX Midland, TX	Reporter-Telegram (31)	
		Odessa, TX	American (42)	454
	200	40	(a.ma)	151
	103	Albuquerque, NM	Journal	141
SB	104	Oktanoma City, OK Tulsa, OK	Oklahoman (329) World (235)	
		1036, UN	77-47-0 (2.00)	564
	105	Phoenix, AZ	Republic (509)†	-
	100	Tucson, AZ	Star (153)†	
				6621
			Total	5.349
PA	CIFIC (Region #9)		
	106	Seattle, WA	Times/Post Intelligencer (491)	
		Tacoma, WA	News-Tribune (120)	511
-	107	Carlina Mil	Paginamas Pagina	136
-	107	Spokane, WA	Spokesman-Review	130
	108	Saft Lake City, UT Ogden, UT	Tribune Deseret News (210) Standard-Examiner (56)	
		Provo. UT	Herald (32)	
		Boise, ID	Statesman (72)	370
-		D	December (1981)	210
	109	Portland, OR Eugene, OR	Oregonian (408) Register Guard (75)	
		Eugene, OR Salem, OR	Statesman-Journal (57)	
	_			540
	110	San Francisco, CA Santa Rosa, CA	Examiner & Chronicle (712) Press-Democrat (87)	
		Walnut Creek, CA	Contra Costa Times (89)	
				885
	111	Oakland, CA San Francisco/Bay Area, CA	The Tribune (158) GOLDEN GATE SUBURBAN	
		built iurid accordely Parce, and	GROUP (182)	
			Fremont The Argus (24) Hayward Review (49)	
			Livermore Tri-Valley Herald (24)	
			Marin County Independent Journal San Mateo Times & News Leader ((40) 45)
				340
	112	San Jose, CA	Mercury News	311
	113		Bee (81)	
	1	Stockton, CA	Record (57)	444
				138
	114	Sacramento, CA	See (274) Gazette Journal (72)	
		Reno, NV	GREETE GOVILLED (LE)	346
SI	115	Fresno, CA	See	167
71				
	116	Honolulu, (1)	Star-Bulletin & Advertiser	198
			Total	4 045
LO	1	ELES (Region #10)		
	117		Tirres (1,354) Daily News (152)	
CI	C	Los Angeles, CA Long Beach, CA	Press-Telegram (137)	
		Torrance, CA Pasadena, CA	Daily Breeze (126) Star-News (46)	
		San Gabriel Valley, CA	Tribune (80)	
			111111111111111111111111111111111111111	1.905
CI	C118	Santa Barbara, CA	News Press (58)	122
-,			Star-Free Press/News Chronicle (79	137
		Las Vegas, NV Bakersfield, CA	Review Journal (123) Californian (89)	
SI	\$			212
	120	Anahem, CA	ORANGE COUNTY METRO GROU	JP.
			Anaheim Bulletin (16) LaHabra-Brea Star-Progress (5)	
			Santa Ana Register (341)	
				362
CEC	121		Press-Enterprise (141)	
اشدد	T	San Bernardino, CA	Sun (87)	Op.
		A 71 - 61	record.	228
100	L 122	San Diego, CA	Union	392
E	W 122			
定(5 122		TOTAL CIRCULATION	

†Seasonal Circulation Fluctuation (Qty effective 1/1/87)

*Zoned Circulation
Circulation Source ABC 3/31/86
CS City & Suburban Distribution

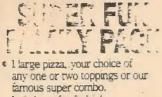
Franchise Co-op Insert Estimate/Order Form for May 10 Insert

MUST BE RETURNED BEFORE 2/2/87 TO PARTICIPATE!

	Total Cos Per Marke	es.	so-	us-	es-	us.	٥
Telephone: Order Placed By:	Production Cost Per Market	= 009\$ +	= 009\$ +	= 009\$ +	= 009\$ +	= 009\$ +	Estimate Grand Total
Tele	Media Costs (Your circ. x \$6.82)						Esti
Name and Address:	Addresses to be listed for this market PLEASE PRINT						
Franchise Corporate Name and Address:	Select from Market Listing Mkt # Circ.	aloc.			2000	ndgs.	

Please make a copy of this form if you plan more than 5 markets.

Return to Lois Perry, ShowBiz Pizza Time, Inc., 4441 W. Airport Freeway, Irving, TX 75062 BEFORE February 2, 1987. Sorry, we will not be able to accept orders after 2/2/87. You will receive a billing letter week of February 9 with exact costs. Your payment will be due by March 2, 1987.



- I pitcher of soft drinks.
- · 24 game and ride tokens.
- Just \$12.89 with coupon.
- · SAVE UP TO \$8!



Present this coupon by May 3, 1987 Not good with any other other.

- one topping.
- I pitcher of soft drinks.
- 16 game and ride tokens.
- · Just S11.89 with coupon.
- SAVE UP TO \$6!



STATE OF THE PARTY 238 S.W. Military Dr.

- any one or two toppings or our tamous super combo.
- 1 pitcher of soft drinks.
- 24 game and nde tokens.
 Just \$12.89 with coupon.
- SAVE UP TO \$8!



8220 Windsor Cross 6802 Ingram Drive, Ingram Square (ShowBiz)





- I large pizza, your choice of any one or two toppings or our timous super combo.
- 1 pitcher of soft drinks.
- 24 game and nde tokens.
- Just \$12.89 with coupon.
- SAVE UP TO \$8!



Present this coupon by May 3, 1987
Not good with any other other.

Memphis, TN #1 901-363-1064

Memphis, TN #2 901-386-0072

Chattanooga, TN 615-870-3215

GOOD TIMES MEAL DEAL

- I large pizza, your choice of any one topping.
- 1 pitcher or sort drinks.
- 16 game and ride tokens.
- . Just S11.89 with coupon.
- · SAVE UP TO \$6!



Present this coupon by May 3, 1987
Not good with any other order.

Charleston, SC 803-763-0663 Greenville, SC 803-297-6400

Columbia, SC 803-772-0435

SUPER FUN FAMILY PAGE

- Harge pizza, your chince of any one or two tuppings or our amous super a moo.
- · I putcher of soft drinks.
- 24 game and ride tokens.
- Just SI2.89 with coupon.
- SAVE UP TO S8!



Present this coupon by May 3, 1987
Not good with any other offer.

West Des Moines, IA 515-223-9430

Cedar Rapids, IA

Cedar Falls, IA 319-277-5321

Davenport, LA 319-391-2041

Put the fun back into eating out at ShowBiz Pizza.



SPT, INC. FRANCHISE NEWS

(Issue #39 - April 24, 1987)

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